IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

BEFORE THE PATENT TRIAL AND APPEAL BOARD

SAMSUNG ELECTRONICS CO., LTD., Petitioner,

v.

BLACK HILLS MEDIA, LLC, Patent Owner.

> IPR2014-00718 Patent No. 7,835,689

PETITIONER'S UPDATED MANDATORY NOTICE

032449.0032-US02

Pursuant to 37 C.F.R. § 42.8, Petitioner Samsung Electronics Co., Ltd. submits the following Updated Mandatory Notice. In accordance with 37 C.F.R. § 42.8(a)(3), this Mandatory Notice is being timely filed within 21 days of the change in information.

Real Party-In-Interest Under 37 C.F.R. § 42.8(b)(1)

The Petition identified Samsung Electronics Co., Ltd. ("SEC"), Samsung Electronics America, Inc. ("SEA"), and Samsung Telecommunications America, LLC ("STA") as real parties-in-interest. (Paper No. 1, p. 1.) Effective January 1, 2015, STA and SEA have merged, and the combined entity, SEA, is a wholly owned subsidiary of Samsung Electronics Co., Ltd., a publicly held corporation organized under the laws of the Republic of Korea.

All other information previously provided remains the same.

Date: January 9, 2015

Respectfully Submitted,

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Andrea G. Reister Registration No.: 36,253 Gregory S. Discher Registration No.: 42,488 COVINGTON & BURLING LLP One CityCenter 850 Tenth Street, NW Washington, DC 20001 (202) 662-6000 Attorneys for Petitioner

CERTIFICATE OF SERVICE

Pursuant to 37 C.F.R. § 42.6, I hereby certify that on this 9th day of January 2015,

the foregoing Petitioner's Updated Mandatory Notice was served via electronic mail

by agreement of the parties on the following counsel of record for Patent Owner.

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Date: January 9, 2015

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